

Arlington Public Art Meeting 10/23/14

Present: Adria Arch, Jane Howard, Jill Manca, Susan Frey, Debbie Page, Lorri Berenberg

First order of business

- Introduction of new committee member, Lorri Berenberg
- Review of minutes from August and September meetings (vote for approval at end of meeting)

Old Business

Transformer boxes

Phase 1 completed. Need to obtain reimbursement from ACC

- Adria and Jill have produced a video “walkabout” of the boxes that includes interviews with the artists
- Video will be posted on APA blog

Transformer Boxes Phase 2 is scheduled for next year

- The box in front of Arlington High School will be executed by students under the supervision of a teacher
- Jill has compiled an inventory of transformer boxes beginning at Stop&Shop heading west to Trader Joes - 7 transformer boxes (including High School) have been identified
- A call for artists will be announced in Dec 2014 with a March 1, 2015 application deadline
- Project to begin earlier than last year with a starting date of Memorial Day weekend
- Theme for Phase 2 will be Graphic Design (which will include some descriptive phrases such as pattern, color, etc)
- Discussion of the dissemination plans for the call for artists
- The project will be presented at the Board of Selectmen meeting

Art Rocks

- This year’s location will be Spy Pond Park
- Change in location from Menotomy Rocks Park to Spy Pond intended to extend the project to other parks in the town to benefit different neighborhoods
- Need to define the parameters of the area and hence the types of work that may be installed. Work may include performance art.
- Need to involve the Friends of Spy Pond Park in the process
- Lorri Berenberg will be this year’s juror

Establishment of three project directors

- Nilou Mochhala - Elemental (Art Rocks); Carol Cunningham – Chairfull; and Jill Manca – Transformer Boxes
- Adria will remain Chair of APA
- Stipends will not be given at this time and project directorships will remain volunteer

Mass Ave Public Art Designations

- 3 areas have been designated in East Arlington for public art installation on Mass Ave.
- Lorri will work with Adria on developing this project

APA Committee Retreat

- A committee retreat will be scheduled for a half-day on a Saturday in January or February
- An outside person with expertise in public art will be brought in to meet with group to inspire and inform
- Lorri will work to identify the speaker

Future Business

- Do we apply for additional funds?
- ACAC is hoping to establish a formal Cultural District, which at this time is cited be Arlington Center
When Arlington obtains a Cultural District designation we can apply for funds from the Massachusetts Cultural Council and diversify our funding sources
- Jane Howard is preparing a town-wide questionnaire to gather data from residents about their participation in and awareness of the arts and cultural events offered in Arlington.

Minutes from August and September were approved
Meeting adjourned.

Minutes submitted by Lorri Berenberg